



Agenda for ASP communication meeting – May 6st, 2014

Present: Peter SM; Peter BC; Lucette B; Emma K;

Regrets: Lene KH; Michelle W.

Referee: Lucette B

1. Update on Website

- a. LB having difficulty changing account settings – will contact Martin
- b. We received a request to add holidays in the calendar
 - PSM will request to Martin to create a new category – we will all add holidays
 - will try this for a year and review if it's effective/needed
- c. increasing activity on website – increases month to month
- d. twitter – continues to see activity
- e. videos – need to add more if appropriate; and change the feature video
 - videos should be specific to ASP – should mention ASP; include ASP scientist; and/or feature an ASP project
 - need to ensure that you have permission before posting on the ASP youtube site
 - Signe to send instructions on how to add videos to ASP youtube

2. Internal/External communications

- a. Newsletter/ASP Update
 - Leadership has indicated that they aren't interested in a monthly newsletter
 - Communication team agrees that monthly newsletter would consume a lot of time and resources, but that a regular 'update' would help with internal communications and building an ASP identity
 - We will create a simplified 'ASP Update' that is sent out 2 times a year
 - September and February
 - Headings will be consistent with the ASP Teams and website
 - Brief content with lots of links back to the ASP website
 - LB to create a template - to be discussed at the next meeting
 - Everyone (ASP Communications) to contribute content
 - Max. length – one page
 - will try this for one year and review if it's effective/needed
 - PSM will monitor website activity related to these Updates.

3. Communications Report – Aarhus

- a. Agreement with newspaper – a researcher will contribute stories about activity in West Greenland – plants and fauna
- b. Press release about Polar Bear research in Greenland and Canada
- c. Has sent out examples of press releases to ASP communications team

4. Communication Report – CEOS

- a. Cambridge Bay – Arctic Science Day scheduled for Wednesday as part of the field campaign
 - Michelle will add summary and photos on the website
- b. ASP field school included 3 outreach activities
 - Michelle will add summary and photos on the website
- c. Adding Amundsen projects to the website

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- d. Working with UofM communications people to develop a strategy to promote and communicate Soren's activities
- e. We need a better system for documenting Soren and other ASP leaders activities – ie participation at major conference and policy related meetings; major funding announcements; significant publications, etc.
 - Lucette will create a template to send to leadership 3 times a year (Jan-Apr; May- Aug; Sept-Dec)
 - PSM will follow up at Leadership meetings
 - Relevant information will be posted on ASP website under News or Events; included in ASP Update; and sent to CERC Newsletter
 - Will review effectiveness after 1 year

5. Communication Report – GCRC

- a. Arctic Climate Change Adaptation – collaboration with Aarhus
- b. Working on ongoing activities – improving the collaborations between science and the military – how military can assist the civil society in the future.
- c. Improved collaboration with university in Greenland, Denmark, Greenland partners and the Faroe Islands
- d. Field stations in full operation (Daneborg & Zackenberg)

6. Action Items

- a. Send instructions for adding video links to ASP youtube page (SH)
- b. Add summaries and photos on ASP outreach activities (MW)
 - ASP field school – 3 outreach activities conducted
 - Arctic Science Day – Cambridge Bay Campaign
- c. Create template for Leadership reports to be finalized at next meeting (LB)
- d. Create template for the 'ASP Update' and circulate for feedback (LB)
- e. Send instructions for changing photos in the ASP galleries (PSM)
- f. Change photos in photo gallery with ASP photos (All)
 - before next meeting
 - include photo credit
 - reduce size of photo before adding to the site – the file size can be small for websites

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